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attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program.

27. (Amended) A computer-implemented system for encouraging users of a computer network to access dynamic pricing information on the computer network, the system comprising:

a plurality of sources of dynamic pricing information;

a modular computer program comprising instructions to perform the following operations:

receive dynamic pricing information from the plurality of dynamic pricing information sources;

display the received dynamic pricing information to a user of the modular computer program; and

present to the user of the modular computer program an interactive visual indication of a user-attractive resource available on the computer network, the user-attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program.

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36. (Amended) The system of claim 34 wherein the interactive visual indication comprises a link associated with a uniform resource locator (URL) tag.

45. (Amended) The system of claim 44 wherein each of the plurality of instances of the modular computer program includes one or more associated visual indications of a user-attractive resource available on the computer network.

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46. (Amended) The system of claim 45 wherein each of the one or more visual indications can be the same as or different from the visual indications on other instances of the modular computer program.

47. (Amended) The system of claim 45 wherein each of the one or more visual indications can correspond to the same or different user-attractive resources as the visual indications on other instances of the modular computer program.

48. (Amended) A computer-implemented method for encouraging users of a computer network to access a dynamic pricing system, the method comprising presenting a user-interface abstraction that displays dynamic pricing information collected from a plurality of sources on the computer network and displays an interactive visual indication of a user-attractive resource available on the computer network, the user-attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program.

49. (Amended) Computer software, embodied in a tangible medium and/or in a propagated carrier signal, for encouraging users of a computer network to access a dynamic pricing system, the software comprising instructions to cause a computer system to present a user-interface abstraction that displays dynamic pricing information collected from a plurality of sources on the computer network and displays an interactive visual indication of a user-attractive resource available on the computer network, the user-attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program.

50. (Amended) The software of claim 49 wherein the instructions are embodied as a Java-based applet.

51. (Amended) The software of claim 49 further comprising instructions for receiving dynamic pricing information from the computer network.

52. (Amended) The software of claim 49 wherein the computer network comprises the Internet.

53. (Amended) The software of claim 49 wherein the computer network comprises a virtual private network.

54. (Amended) The software of claim 49 wherein the dynamic pricing information that is displayed varies based on user input.

55. (Amended) The software of claim 49 wherein the dynamic pricing information has a predefined taxonomy, and wherein the software further comprises instructions to allow a user to selectively view different levels of the taxonomy.

56. (Amended) The software of claim 49 wherein the interactive visual indication comprises a glyph.

57. (Amended) The software of claim 49 wherein the interactive visual indication comprises an interactive link to the user-attractive resource.

58. (Amended) The software of claim 57 wherein the interactive link comprises a uniform resource locator (URL) tag.

59. (Amended) The software of claim 49 wherein the user-attractive resource comprises a contest.

60. (Amended) The software of claim 49 wherein the user-attractive resource comprises a reward program.

61. (Amended) The software of claim 49 wherein the user-attractive resource comprises a coupon.

62. (Amended) The software of claim 49 wherein the user-attractive resource comprises an advertisement.

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63. (Amended) The software of claim 49 wherein the user-attractive resource comprises a multi-media presentation.

64. (Amended) The software of claim 49 further comprising instructions for providing a user with access to the user-attractive resource upon sensing that the user selected the interactive visual indication.

65. (Amended) The software of claim 49 wherein the dynamic pricing information is displayed in a ticker display format.

66. (Amended) The software of claim 49 wherein a plurality of instances of the software can execute concurrently.
